

Mayor's Commission on Poverty Reduction

Meeting Minutes

Date of Meeting: April 28, 2014

Minutes Prepared By: Susan Perry/Nora Farrell

1. Purpose of Meeting: To finalize recommendations and sections of plan

2. Attendance at Meeting

Mayor Fraim	Councilman Protogyrou – <i>not present</i>	Councilwoman Williams – <i>not present</i>	Judy Begland – <i>not present</i>
Lynne Berg – <i>not present</i>	Nash Bilisoly – <i>not present</i>	Sandra Brandt	Joe Dillard
Gary Bryant	Hosey Burgess	Clarence Coleman	Sarah Bishop
Linda Rice	Anthony DiFilippo	David Harnage	William Harrell – <i>not present</i>
Kurt Hofelich	Richard Homan	Kirk Houston – <i>not present</i>	Sharon Houston
Adale Martin	Courtney McBath – <i>not present</i>	Joe Baron	Thaler McCormick
Chuck McPhillips	Suzanne Puryear	Jerry Robinson	L'Tanya Simmons
Sharon Riley	James Rogers	Sarah Sterzing	James Wofford
Chief Goldsmith			

3. Agenda

- I. Overview and Goals
- II. Plan Input and Considerations
 - a. Town Hall Meetings – Susan Perry
 - b. Commissioners' Prioritization Exercise
- III. Supplementary Research
 - a. Single Parent Families
 - b. Previously Incarcerated Adults
- IV. Youth and Career Pathways: Career and Technical High School Presentation
- V. Final Goals and Strategies
- VI. Community Partners Exercise (small group exercise)
 - a. Small Groups Identify Community Partners
- VII. Implementation Structure – Recommendation
- VIII. Confirm Vision
- IX. Core Values
- X. Closing Remarks – Mayor

4. Meeting Notes, Decisions, Issues

- I. Welcoming Remarks – Mayor Fraim
 - a. Mayor Fraim welcomed the group and apologized for not attending the Town Hall Meetings. He noted that he has had a very busy campaign and appreciates everyone's time and commitment to the meetings. Public input is very important for our work.
 - b. He noted that it is nice to see the momentum building from the group and, at times, the Commission's work is mentioned in the newspapers.
 - c. He recognized James Rogers' promotion to Director of the newly established City Department, Neighborhood Development, beginning in the new fiscal year.
- II. Updates
 - a. Saphira Baker shared the purpose of the meeting and gave an overview of the agenda and flow of the meeting. She recognized this will be our last "hands on" meeting as the final

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meeting will be to present the report. She thanked everyone for their time and commitment to the work.

- b. Due to a scheduling conflict, she proposed the next meeting date as June 19, 2014. (Third Thursday of the month). Location will be at the Half Moore Cruise and Celebration Center.
- c. Saphira asked for brief updates from Commissioners - new information or insights - that came about since the last meeting that would be helpful to the group's work.
 - i. Sandra Brandt mentioned that the Chamber of Commerce is releasing their annual report and she is looking forward to reading it.
 - ii. Suzanne Puryear congratulated the City in implementing one of the early childhood development workgroup recommendations - to align city code with state standards regarding in-home daycare providers. Commission members expressed that this was a real win and an early success.
 - iii. James Rogers also noted that the City Manager's recent budget proposal included a living wage for all employees. The Mayor noted that the Council first heard the data at their retreat last year and agreed that if the City was going to create a plan to reduce poverty in Norfolk, the City must pay all municipal employees a living wage and therefore have ensured that be included with this budget cycle.
 - iv. Thaler McCormick mentioned that on May 7th at 8:30 PM a presentation on housing affordability and the National Housing Trust Fund would be held at the Chesapeake Conference Center. She invited all commission members to attend.

III. Town Hall Meetings: Susan Perry gave an overview of the town hall meeting results:

- a. Four town hall meetings/community conversations were held at Oakmont Community Center, Pretlow Library, Huntersville Multipurpose Center and the Southside Aquatics Center. Over 80 residents attended the meetings.
- b. Based on a voting exercise, residents indicated the strategies they felt were most promising among all of the workgroups. The results of this vote are as follows:
 - i. Stabilize stressed neighborhoods through community revitalization and economic development (16 votes)
 - ii. Improve the quality and exposure to career education and skills training for Norfolk's youth (9 votes)
 - iii. Develop a focused early childhood outreach effort in the community and within educational settings and coordinate services among human service organizations (4 votes)
 - iv. Develop mixed-income housing and mixed-use developments in distressed neighborhoods (4 votes)
- c. Common themes that arose out of large group and small group discussion are as follows:
 - i. Partnerships – utilize colleges/universities, community partners, churches and businesses
 - ii. Accountability – in neighborhoods (owners, renters, landlords, code enforcers); in schools (parents, teachers, students)
 - iii. Parental education and awareness classes
 - iv. Affordable housing – dispersal of poverty
 - v. Career exposure and training at an early age
 - vi. Linking day care providers with resources and a toolkit (checklist) based on public school curriculum
 - vii. Addressing the wealth gap through transformational assets

IV. Commissioners' Prioritization Exercise

- a. Saphira reviewed the Commissioner's prioritization exercise results from a previous meeting and passed out a chart that showed how the Commissioners rankings were similar or different from the community rankings.
- b. The chart showed the top Commission priorities and the top community priorities. The one recommendation that was a top community priority as well as a Commission priority was Strategy 2.2: Improve the quality and exposure to career education and skills training for Norfolk's youth.
- c. Adele Martin commented that we need to include communication to parents about involvement and resources. How do we engage parents more?
 - i. James Rogers said that we need to connect the information that's out there to the parents.

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- d. James Rogers noted that during the Town Hall Meeting with NRHA residents we received feedback concerning the recommendations focusing specifically on public housing, rather than the city as a whole. There was a desire to include other low-income neighborhoods in the recommendation to increase the availability of mixed income housing. At Huntersville, residents commented that we need to focus on home ownership to break the cycle of poverty and they need to know more about what the housing trust fund is, since it was an area in which many were unfamiliar.

V. Supplementary Research: Single Parent Families

- a. Saphira presents findings from the National Marriage Project and the National Campaign to Prevent Teen and Unplanned Pregnancy. She noted that while there is a lot of data on the severity of the problem, there is not a lot of science or agreement on the solutions related to public education campaigns.
- b. Commissioners engaged in conversation regarding how to incorporate Chuck McPhillips' proposal that the Commission engage in a public awareness campaign around the three tenants of Sawhill and Haskin's research regarding poverty and the success sequence: 1) Complete High School; 2) Work full time and 3) Delay pregnancy until married.
- c. Much discussion of this conversation ensued. Major points are listed below:
 - i. Should this be included as part of our statement of values?
 - ii. James Rogers stated personal-responsibility and self-decision are both values that should be included, but not necessarily using the specific sequence as noted by Sawhill and Haskins. (Current values in the report include personal responsibility, education, shared accountability and access)
 - iii. Commissioners wondered if the terminology "two committed adults" could be used instead of "marriage"
 - iv. Chuck McPhillips stated that these norms date back to 1970's where poverty was 75% less than it is now.
 - v. Gary Bryant noted that the language is controversial language but thought it was worthy to include – wondered how the Commission could present it so it wasn't controversial.
 - vi. Kurt Hoefflich asked if we could address two out of the three norms in the report - working full-time and education – he felt like our recommendations were guided by these two norms already.
 - vii. It was stated that promoting marriage is controversial, particularly in Virginia with the same sex marriage debate, and there are ways to take it on both liberally and conservatively.
 - viii. Commissioners noted that Federal and State policies do not reward hard work and marriage.
 - ix. Members wondered about data specific to single parents - Sarah Sterzing stated that while our teen pregnancy rates are decreasing, single parent births in 20-30 year olds are increasing.
 - x. Adale Martin agreed more study is pertinent and we should include it in the first year action steps.
 - xi. Thaler McCormick stated that we need evidence-based practices that work and are effective or else we run the risk of alienating people if we don't do our research.
 - xii. James Wofford believed that we need to give the message of personal responsibility early.
 - xiii. Dr. Simmons was hesitant about concentrating heavily on marriage in the report and noted that sometimes marriage makes things worse. She suggested that the report concentrate more on intrinsic motivation.
 - xiv. Gary Bryant noted that he is not sure our group would be effective with conducting another research study to replicate the Sawhill and Haskins study. He felt more comfortable keeping it at core values.
- d. Saphira noted that there didn't seem to be consensus around developing a group to study the issue further and that the Commission seemed comfortable in sharing the research on the success sequence in the written report and including values such as personal responsibility in the values section of the report. Saphira asked if Chuck McPhillips was okay with this method and he agreed that if it was the will of the group, then he could live with it.

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- e. Overall consensus was that the Steering Committee for the implementation of the report will need to “keep its ear to the ground, have a research & development function, respond to changing community needs, and keep investigating best practices within all four goals.”
- VI. Youth and Career Pathways: Career and Technical Education (CTE) High School Presentation
- a. Key Points of Presentation:
 - i. Concept: Full time, comprehensive CTE High School. A collaborative initiative between NPS and GNC.
 - ii. Curriculum: Rigorous core academics integrated with high demand, high quality CTE programs. Honors level, dual enrollment and advance placement.
 - iii. Facility: New construction @ Lake Taylor High School
 - iv. Estimated cost: 80 million. Business community will support, but significant public investment will be needed.
 - v. Enrollment: 1400 -1600 students, grades 9-12 (350 - 400 per grade level). Application based admissions. Also, adult continuing education enrollment of 800 in the evening.
 - vi. Co-Curricular: Athletics and clubs. Work-based learning.
 - vii. Academy Structure: 1) Ninth grade educational foundation academy, 2) regional trades and industrial technology academy, 3) Governor's health and medical sciences academy, 4) Business and information technology academy, 5) Governor's STEM academy.
- VII. Saphira asked the group whether they would want to revise their strategies to include a Career and Technical High School (Goal 2):
- a. It was suggested to include the proviso that outreach to families in poverty and at greatest risk be central, and that this outreach begin early (middle school). Also Commissioners asked to include that there should be a diverse portfolio of funding reflecting a public and private partnership.
- VIII. Saphira shared a suggested outline for the final report, and asked the Commission members what they envision for the final report. Comments included:
- a. Two separate reports (simple and easy to read executive summary for the public and a more technical/professional for City Manager, Mayor and Council)
 - b. A statement needs to be included that says this is a “tool” not a “file”
- IX. Final Goals and Strategies: Commission members were asked to work in small groups to develop specific numerical outcomes around their strategies where feasible. Those that were reported out include:
- a. Goal 2: Replicating PB Young, 2 Annually, 7 total by Year 3; Long-term: Grade 9 Advancement Rate from x to y
 - b. Goal 3: Neighborhood Revitalization: Establishing the Trust Fund through legislation; Increasing NBN participation by 15%
 - c. Goal 4: Adult Workforce Development, Percent Increase Use of Opportunity, Inc. Services
 - d. Goal 1: Early Childhood Development: Old Dominion as a new Partner
 - i. David Harnage announced ODU: Darden School of Education and the Early Childhood Center will be releasing their 1st report and will be a big partner in early childhood.
- X. Implementation Structure – Recommendation
- Saphira Baker presented a suggested implementation structure, and reviewed the research which led to the recommendation for a community-based coalition approach:
- a. Nationally, there are two types of offices: City Government Office or Coalition. Both need:
 - i. a champion
 - ii. Well-managed public-private partnerships
 - iii. data
 - iv. Coordination of efforts
 - b. Saphira recommended the coalition model of public-private partnership
 - i. Reduces the risk of “City will take care of everything”
 - ii. Costs are shared
 - iii. Promises better long-term sustainability without one lead investor

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- iv. Continues through administrative changes in the City of Norfolk
 - v. Coalition will give more capacity and more engagement for residents
 - c. James Wofford asked whether there would be a separate 501(c)3 created, he can't see another non-profit taking this on. It was noted that there won't be a lot of new programs to be created but rather coordinating existing programs. He doesn't see a big budget for the first year. He sees turf-wars over money and thinks a non-profit can act more quickly than government due to RFP Process
 - d. James Rogers agreed it should not be a city entity, but rather the city should be a partner.
 - e. Thaler McCormick said there needs to be a high level of transparency no matter what the organization/structure.
 - f. Adale Martin believed there needs to be leader rotation and that the research stay current.
- XI. Core Values: Commission members were asked to talk about the values they believe make them passionate about this work. Their responses are listed below. The final core values will be a compilation of these:
- a. Personal responsibility
 - b. Education
 - c. Raising standards
 - d. Accountability – Alignment of resources
 - e. Access – Expanding choices, Inclusivity, A way out! Equality of opportunity
 - f. Wise Investment in resources; Return on investment on human capital and programs
 - g. Next generation is better!
 - h. Create opportunities
 - i. Regional Prosperity as a result of individuals' strengths; strengthen communities
 - j. Resiliency – for individuals and the region, with increased access to resources, eliminate barriers
 - k. Alleviation of resources to thrive – People must thrive out of poverty.
 - l. Service – Responsibility to help get out
- XII. Closing Remarks – Mayor
- a. Mayor Fraim thanked everyone for giving of their time and for the good work that has been done by the Commission.
 - b. The next meeting will be on June 19th at the Half Moone Cruise and Celebration Center; a presentation of the final report will be given by Saphira Baker.